

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, March 17, 2014

5:00 pm

Minutes

Present: Chair Betsy Paterson, Tom Birkenholz, Kim Bova, Janine Callahan, and Ilze Taylor

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

In Chair Betsy Paterson's absence, Kathleen Paterson called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from March 3, 2014

Tom Birkenholz moved to approve the Minutes.

Janine Callahan seconded the motion.

The Minutes were approved unanimously.

4. Review revised budget

Mr. Birkenholz expressed concern with the projected deficit shown in this year's budget and asked if the Partnership could sell something at the Festival as a fundraiser.

Ilze Taylor suggested raising the price for a booth and commented that the current fee is very low.

Ms. Callahan suggested selling water at the event as a simple way to raise funds.

Mr. Birkenholz suggested that the fundraiser needs to be more substantial, such as a drawing for a large prize.

Ms. Callahan agreed and suggested that entries could be sold for a month or so leading up to the event.

5. Review draft sign plan

(5:35 Cynthia van Zelm arrived.)

Ms. K. Paterson shared a draft site plan from Kristin Schwab and asked the subcommittee for general remarks. She noted that more specific space assignments will be made later.

Mr. Birkenholz reiterated his desire for a second stage that would feature local performers and suggested placing it at either the Dog Lane end of the site or the Royce Circle end.

After some discussion, the subcommittee asked **Ms. K. Paterson to look at potential locations for a second stage with Ms. Schwab. Mr. Birkenholz will ask his contact about the availability and cost of a second stage. Ms. Taylor will ask her contact about the availability and cost of a second stage. Ms. Paterson will ask her contact about the availability and cost of a second stage.**

Kim Bova suggested eliminating a few booths on Royce Circle and having a clear area for pop-up performances rather than having a physical stage.

6. Review Task List

Advertising: Ms. K. Paterson shared a draft “Save the Date” card and asked the subcommittee for feedback regarding how many cards should be printed if at all.

By general consensus, the subcommittee agreed that the “Save the Date” should be printed and distributed as in past years.

Sponsors: Ms. K. Paterson reviewed the subcommittee’s questions from the previous meeting regarding how the subcommittee can assist Partnership staff in outreach to sponsors, the need for increased sponsorships, and the possibility of revising the sponsorship levels.

Mr. Birkenholz reiterated his concern about the projected deficit.

Ms. van Zelm noted that there is a fund balance from previous years and that there may be opportunities to cut costs throughout the planning of the event.

Ms. Callahan suggested creating a “Festival Family” level at a lower amount so that community families, not just businesses, could contribute.

Ms. van Zelm, Ms. Paterson, and Ms. K. Paterson will examine the sponsorship structure and present to the subcommittee at the April 7 meeting.

By consensus, the subcommittee agreed to table the remaining agenda items until the next meeting.

7. Adjourn

Mr. Birkenholz moved to adjourn.

Ms. Taylor seconded the motion.

The meeting adjourned at 6:35 pm.

Minutes prepared by Kathleen M. Paterson